

8 THINGS EVERY HOMEPAGE SHOULD HAVE

Are you considering a new website design to gain more leads? Start by looking at your homepage.

Your homepage is your company's virtual front door. Your homepage generally draws the most traffic on your website and it's important to get your brand message clear. With this much importance, people still struggle to optimize it.

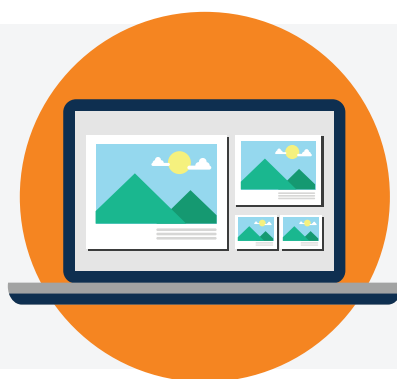


1. HEADLINE

You have 3 seconds to tell your story in a few words. Be clear, concise and get your message across.

2. PRIMARY CALL-TO-ACTION

Your homepage needs to compel people to buy. Include at least 2-3 CTA's before the fold of your website that direct people to different parts of the buying cycle.

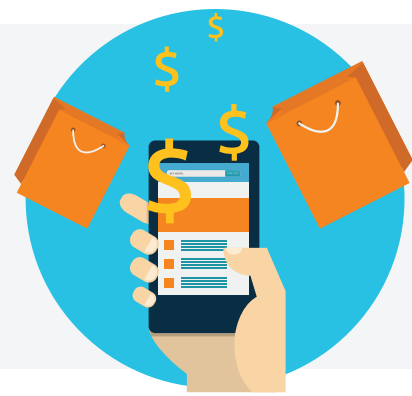


3. HAVE AN IMAGE

Use an image or video that causes action and clearly relays what you have to offer. Avoid cheesy stock photos.

4. DESCRIBE THE BENEFITS OF BUYING FROM YOU

Keep content light and speak in a language your customer speaks.

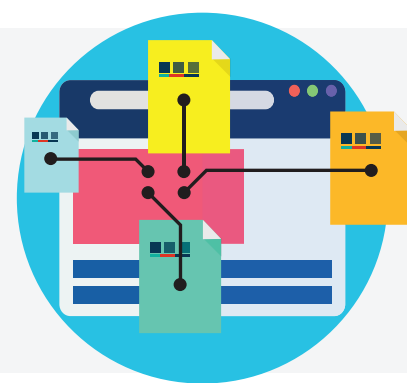


5. REFERENCES PROOF

Showing links to case studies, customer testimonials or showcase experience to prove to your prospect you're the right choice.

6. NAVIGATION

Make your main navigation easy to find and at the top of the page and easy to use and understand.



7. SHOWCASE RESOURCES

Customers aren't often ready to buy right there. Be sure to showcase resources, blog posts or downloadable content so you become the leader in your industry.

8. SECONDARY CALL-TO-ACTION

Now that you are below the fold showcase additional CTA's that can help support your primary CTA's and move prospects along your buying process.

